

## **WHAT IS CLAIMED IS:**

1. A method for creating skin image for hypertext language based pages ("content pages") to be displayed on mobile phone device screens, by merging segmented skin image sections to content page elements according to rules wherein the merging is processed in real-time before displaying the page-content.
2. The method of claim 1 wherein the rules are dynamic enabling real-time adaptation of skin section merging in accordance with the content page graphic layout and page elements functional type.
3. The method of claim 1 wherein the rules are static applying the same rules to all content pages.
4. The method of claim 1 wherein the skin image creation is processed at designated proxy server.
5. The method of claim 1 wherein the skin image creation is processed at mobile phone micro browser.
6. The method of claim 1 wherein the dynamic merging rules are defined by the user.
7. The method of claim 1 wherein the dynamic merging rules are defined by the service providers.
8. The method of claim 2 wherein the skin images are retrieved from cache memory of the designated remote server according to user preferences.
9. The method of claim 3 wherein the skin images are retrieved from cache memory of the micro browser according to user preferences.
10. The method of claim 3 wherein the skin images are retrieved from cache memory of a designated remote server according to user preferences.

11. The method of claim 1 wherein the skin images arrive in their original form, further comprising the step of parsing the skin images according to the content page graphical layout.
12. The method of claim 1 wherein the skin image content can be changed according to predefined rules;
13. The method of claim 10 wherein the rules relate to geographical location of the mobile phone device.
14. The method of claim 10 wherein the rules relate to time schedule.
15. The method of claim 10 wherein the rules relate to content pages type;
16. The method of claim 10 wherein the rules are defined by the mobile phone user by updating his profile.
17. The method of claim 10 wherein the rules are defined by content provider.
18. A method for creating skin images for hyper text language based pages ("content page") to be displayed on mobile phone device screens, said method comprising the steps of:
  - A. Retrieving content page in response to a request received by a mobile phone;
  - B. Retrieving skin image sections according to user preference settings;
  - C. Merging skin image sections with content page elements according to dynamic rules based on content page graphical layout and/or page elements functional type;